

# campaign <sup>Middle East</sup>

Middle East's most authoritative voice for the advertising, media and marketing industries

Print Issue date	Editorial Calendar	Events Calendar
12-Jan-20	The 2020 Predictions Issue	
26-Jan-20	Ad Tech & Digital Agencies Guide 2020	<b>Campaign Breakfast Briefing on Adtech</b> Date: 3 <sup>rd</sup> Feb 2020
09-Feb-20	The Data & Automation Issue	
23-Feb-20	Media & Creative Agency Guide 2020	<b>Campaign Breakfast Briefing on Video</b> Date: 26 <sup>th</sup> Feb 2020
08-Mar-20	The Pre-Lynx Issue (Distributed at Lynx)	
22-Mar-20	The Post-Lynx Issue (Winners and Event coverage)	<b>CAIRO : Campaign Briefing &amp; Crunch Networking Evening</b> Date: 25 <sup>th</sup> March 2020
05-Apr-20	Faces to Watch – Creative & Digital Talent	<b>Campaign Breakfast Briefing on Shopping</b> Date: 14 <sup>th</sup> April 2020
19-Apr-20	Ramadan Issue: TV Guide 2020	
03-May-20	Faces to Watch – Media & PR Talent	
24-May-20	The Influencers Issue 2020 + MENA Media Report Annual Supplement	<b>Campaign Crunch Networking Evening</b> Date: 27 <sup>th</sup> May 2020
07-Jun-20	Mental Health Issue	
21-Jun-20	The Audio Issue / Radio Guide 2020	<b>RIYADH: Campaign Briefing</b> Date: 10 <sup>th</sup> June 2020
05-Jul-20	Cannes Lions 2020 Issue	
30-Aug-20	PR & Events Guide 2020	
13-Sep-20	Campaign's Production Guide 2020	
27-Sep-20	The Expo 2020 Issue + The Power Essays Annual Supplement	
11-Oct-20	The Shopping issue	
25-Oct-20	OOH Guide 2020 (Supplement)	<b>Campaign Breakfast Briefing on Outdoor</b> Date: 26 <sup>th</sup> Oct 2020
08-Nov-20	Campaign's Marketing Game-Changers 2020	<b>Marcomms360 – Predictions2021</b> Date: 19 <sup>th</sup> Nov 2020
22-Nov-20	The Digital Essays (Supplement)	<b>Campaign Annual Industry Night 2020</b> Date: Nov 2020
06-Dec-20	The Purpose Issue	<b>Campaign Crunch Networking Evening</b> Date: 9 <sup>th</sup> Dec 2020
20-Dec-20	The 2020 Annual Issue	

## Details on Campaign's editorial calendar

### **12-Jan-20**      **The 2020 Predictions Issue**

The Predictions issue is the 1<sup>st</sup> edition of the year for Campaign Middle East where industry leaders give insights on the year ahead for Media agencies, Ad Agencies, Creativity, Marketing, Adtech, PR, Events, Production, Social, Integration and more.

### **26-Jan-20**      **Ad Tech & Digital Agencies Guide 2020**

There is a huge demand from agencies & marketers for an Adtech guide giving a detailed overview of the regions technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and if you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

### **09-Feb-20**      **The Data & Automation Issue**

This issue will look at all aspects of gathering & using data. It will cover legislation and privacy, the process of crunching the numbers & what data is being used for, what it has been used for in the past & how it can be used in the future. The issue will look at topics including programmatic ad-buying, serving the right media to the right people & digital creative optimisation.

### **25-Feb-20**      **Media & Creative Agency Guide 2020**

A detailed guide to the Middle East's top Creative and Media Agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

### **08-Mar-20**      **The Pre-Lynx Issue (Distributed at Lynx)**

This edition would have all the be distributed exclusively at the 2020 Dubai Lynx Festival & Awards. The print run for this issue would be higher as Campaign magazine being the host partner would be distributed throughout the 3 day event and would be kept inside all delegate bags and distributed at the gala awards dinner.

### **22-Mar-20**      **Post-Lynx Issue (Winners and Event coverage)**

One of the biggest issues of the year for Campaign. The Post-Lynx issue is the official Lynx winner's copy is where we would announce the winners, their interviews and whole coverage for the Lynx Festival and the Gala Awards. There would be behind the scenes reporting with exclusive content of unbiased coverage of what exactly happened.

### **05-Apr-20**      **Faces to Watch – Creative & Digital Talent**

Campaign Middle East honors the best upcoming young talent in the region in the Creative and Digital industries.

### **19-Apr-20**      **Ramadan Issue: TV Guide 2020**

With the onset of Ramadan, most of the media money gets spent on television, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy spots during the Holy Month and the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies.

### **03-May-20**      **Faces to Watch – Media & PR Talent**

Campaign Middle East honors the best upcoming young talent in the region in the Media and Communications industries.

### **24-May-20**      **Campaign's Influencers Guide 2020 + MENA Media Report Annual Supplement**

**Influencers Guide 2020:** This issue will look at everything influencers. It will include looking at emergent platforms, legislation, agencies, contracts, measurement and KPIs. It will look at how brands are using influencers more strategically, how they are choosing the right influencers, and how they are leveraging those they use. It will also look at tough topics such as false numbers, the social pressure of influencer culture and the interplay between influencers, agencies and brands.

**MENA Media Report Annual Supplement:** This annual supplement takes a look at the regions media industry by covering the advertising demographics of the following countries in detail: UAE, Saudi Arabia, Egypt, Bahrain, Kuwait, Lebanon, Oman, Jordan & more. With a huge demand of a regional report giving a detailed overview of the media, Campaign comes out every year with this highly awaited report giving a state of the nation look at how each country's industry is performing and what its prospects are for the coming 12 months. Each report will feature information on new entrants into the market, data relating to adspend, adspend forecasts, media consumption, upcoming/proposed launches, adspend by media split and other information that will be retained in the hands of all marketers throughout the year.

### **07-Jun-20**      **Mental Health Issue**

Advertising and communications can be a tough industry with long hours, tough targets and harsh criticism. As a creative industry, the strains of hard work often take more of a mental than a physical toll on workers. This issue looks at the mental health stresses and dangers that advertising and the modern workplace in general put upon people of all levels, and asks what we as an industry can do to make things easier and help those in trouble.

### **21-Jun-20**      **Radio Guide 2020**

Campaign's Radio Guide examines the radio stations across the UAE and wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

#### **5-Jul-20 Cannes Lions 2020 Issue**

Cannes Lions is known as the world's biggest ad festival, Campaign being the official representative of Cannes in this region has exclusive rights to be part of this festival. The Cannes issue would be the insights to the festival with exclusive interviews with Jury, speakers, and of course the winners! The print run for this issue will increase substantially as Campaign being the Middle East media partner would have exclusive content for this much awaited festival of creativity.

#### **30-Aug-20 PR & Events Guide 2020**

A detailed guide to the Middle East's top PR and Events agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

#### **13-Sep-20 Campaign's Production Guide 2020**

Building on the success of our ever-popular Production Houses Guide, this issue will look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this is the place to see who is producing what. It will also carry a listing of leading production houses, freelancers and resources.

#### **27-Sep-20 The Expo 2020 Issue +The Power Essays Annual Supplement**

**The Expo 2020 Issue:** You may not have heard, but the Expo is coming to town. This issue looks at the brands that are tying the Expo's colours to their marketing masts – from official sponsors to regional brands looking to celebrate the greatest show on earth. Pick up this issue to see what the Expo means for the region's marketing community, and how to best leverage this once-in-a-lifetime opportunity.

**The Power Essays Annual Supplement:** Campaign is proud to announce for the 12 consecutive year, its highly successful edition of The Power Essays supplement. PE will include essays by some of the region's most influential advertising and media personalities. They will discuss the most important topics, issues and developments affecting the region's advertising community. Each essay will be on a topic of their choice, but will be an important enough issue to raise significant questions and trigger debate within the industry.

#### **11-Oct-20 The Shopping issue**

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from performance metrics to shopper experience.

#### **25-Oct-20 OOH Guide 2020 Supplement**

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive UAE Outdoor Guide. This directory would feature information on all the outdoor suppliers in the UAE including their contact details and In the middle centrespread of the report, there would be a huge pullout UAE map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

#### **08-Nov-20 Campaign's Marketing GameChangers 2020**

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

#### **22-Nov-20 The 2020 Digital Essays**

The supplement also in its 12<sup>th</sup> year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, the web, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

#### **06-Dec-20 The Purpose Issue**

At the 2019 Cannes Lions, TBWA/Worldwide CEO Troy Ruhanen said brands don't need a purpose, just a conscience. A couple of months later, global president of Virtue Rob Newlan wondered aloud if we have reached 'peak purpose'. As marketers cite stats showing Generation Z is uninterested in brands that don't stand for something, others accuse those same marketers of 'woke washing'. So what is purpose, is it necessary, who is doing it right and what does it mean to you? This issue is the place to find out.

#### **20-Dec-20 The 2020 Annual Issue**

Campaign Middle East's Annual 2020 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2020 in the fields of Advertising, Media, Digital and Marketing. The Best global agencies and networks would be bestowed for the finest works of the entire year and the top 10 works will be recognized in the fields of

Film, Print & Outdoor, Digital & Social, PR & Activation, Integrated, Top 10 Pitches, etc. The top 10 news stories along with the top 10 media milestones will be covered in this issue. These above awards make this issue of Campaign Middle East have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.